

What is claimed is :

1. A method for promoting a product or service comprising the steps of:

- a) identifying a first sponsor;
- b) identifying a first product or service;
- c) identifying a second sponsor;
- d) identifying a second product or service;
- e) designing an interactive cross-branding promotion; and
- f) implementing an interactive cross-branding promotion.

2. A method for promoting a product or service according to claim 1 wherein said first sponsor is a primary or secondary sponsor.

3. A method for promoting a product or service according to claim 1 wherein said second sponsor is a primary sponsor.

4. A method for promoting a product or service according to claim 1 further comprising the steps of:

- a) identifying a third sponsor.

5. A method for promoting a product or service according to claim 4 further comprising the steps of:

- a) identifying a third product or service.

1 6. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a primary sponsor.

1 7. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a secondary sponsor.

1 8. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a tertiary sponsor.

1 9. A product or service promotion comprising:
2 a first sponsor;
3 a first product or service;
4 a second sponsor;
5 a second product or service;
6 an interactive presentation promoting said first product or service; and
7 an interactive presentation promoting said second product or service;
8 wherein said first product or service is related to said second product or service.

1

1
1 10. A product or service promotion according to claim 10 further comprising:
2 a third sponsor;
3 a third product or service; and
4 an interactive presentation promoting said third product or service;
5 wherein said third product or service is related to either said first product or service or
6 said second product or service.

1
1 11. A method of promoting a product or service comprising the steps of:
2 a) presenting a first interactive presentation to a consumer;
3 b) receiving input from said consumer [concerning said first interactive
4 presentation];
5 c) presenting a second interactive presentation to said consumer, said second
6 interactive presentation being related to said first interactive presentation;
7 d) receiving input from said consumer [concerning said second interactive
8 presentation].

1
1 12. A method according to claim 11, further comprising the steps of:
2 a) presenting a third interactive presentation to said consumer, said second
3 interactive presentation being related to said first interactive presentation or said second
4 interactive presentation;
5 b) receiving input from said consumer [concerning said third interactive
6 presentation].

1 13. A method according to claim 11 wherein

2 said first interactive presentation promotes a first product or service and said second
3 interactive presentation promotes a second product or service; and

4 said first interactive presentation is related to said second interactive presentation in that
5 said first product or service can be used in conjunction with said second product or service.

1 14. A method according to claim 12 wherein

2 said first interactive presentation promotes a first product or service, said second
3 interactive presentation promotes a second product or service and said third interactive

4 presentation promotes a third product or service; and

5 said third interactive presentation is related to either said first interactive presentation or
6 said second interactive presentation in that said third product or service can be used in
7 conjunction with either said first product or service or said second product or service.

1 15. A system for promoting a product or service comprising;
2 means for presenting a first interactive presentation to a consumer
3 means for receiving input from said consumer [concerning/in response to said first
4 interactive presentation];
5 means for presenting a second interactive presentation to said consumer, said second
6 interactive presentation being related to said first interactive presentation;
7 means for receiving input from said consumer [concerning/in response to said second
8 interactive presentation].
1